

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Arnold-Huyser et al.
Title: POINT-OF-INTEREST DISPLAY SYSTEM
Appl. No.: 10/532,025
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Examiner: Brian J. Broadhead
Art Unit: 3664
Confirmation Number: 8239

AMENDMENT AND REPLY UNDER 37 CFR § 1.111

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

This communication is responsive to the Non-Final Office Action dated June 25, 2009, concerning the above-referenced patent application.

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this document.

Remarks begin on page 6 of this document.

Please amend the application as follows: